



HIGH NET WORTH & ULTRA HIGH NET WORTH

CASE STUDY

*Eyes***4***Research*



Client:

Market Research

A Market Research company based in Newport, Rhode Island that specializes in online, on-site, and phone research and sponsorship evaluation & consulting, conducted a study with Eyes4Research among High Net worth respondents.

Audience: B2C

The Challenge

The survey was estimated to be 10 - 12 minutes, and the Client aimed to target High Net Worth respondents with above \$1M in investable assets (not including real estate), or higher.

Another criteria was that the respondent must make or share in household decisions regarding finance. The targeted age range was between 21 - 69 years old and the incidence rate was estimated to be above 50% once high net worth was established.

The Client aimed to target:

- N=50 nationally, 12-15 from each of the



4 U.S. Census regions, excluding NYC tri-state area

- N=25 from the 5 New York City boroughs (no quota per borough)
- N=25 from the areas of NY, CT, and NJ that are considered a part of the NYC tri-state area (but are not in the city limits itself).

One of the biggest challenges here was obtaining the respondents from the required geos, especially in the midwest.

The Response & Strategy

As the Client was very precise with the specifications, the team had to be meticulous while collecting the data, and being a difficult project with high standards, the team at **Eyes4Research** strived to provide sufficient respondents without sacrificing on the quality.





Start your research on the right path

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